

APPAREL AND ACCESSORIES

Roberto Cavalli taps ex-Versace CEO for redevelopment plan

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Roberto Cavalli fall/winter 2016

By STAFF REPORTS

Italian fashion brand Roberto Cavalli has appointed Gian Giacomo Ferraris as its new CEO.

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On Sept. 10, Roberto Cavalli's current CEO Renato Semerari and chairman Francesco Trapani will both officially step down. Mr. Semerari has decided to leave Roberto Cavalli due to divergences from the brand's development strategy and Mr. Trapani wishes to pursue other career opportunities.

Changing hands

Roberto Cavalli's board of directors appointed Mr. Ferraris as CEO during a meeting held on July 28.

Mr. Ferraris recently left Versace where he served as the Italian fashion label's CEO since 2009. When his exit from Versace was announced in May, Mr. Ferraris did not provide comment on where his next appointment would take him ([see story](#)).

During Mr. Ferraris' time at Versace, the brand saw an important period of growth. It is likely that Roberto Cavalli is turning to Mr. Ferraris with the same hopes.

In addition to his success at Versace, Mr. Ferraris will bring to Roberto Cavalli his managerial experience from Gucci, Prada and Jil Sander. The latter is similar to his work at Versace, with the brand seeing a turnaround in development.



Gian Giacomo Ferraris

"The deep industry knowledge and extensive professional experiences gained by Gian Giacomo Ferraris will allow Roberto Cavalli to consolidate the process of relaunch that is at the foundation of the company's development plan," said Clessidra, parent company of Roberto Cavalli, in a statement.

Of his new position, Mr. Ferraris said in a statement, "I am happy to join Roberto Cavalli, an iconic fashion brand that I know well and appreciate, loved by celebrities and trendsetters worldwide.

"In line with the shareholders' mandate, I am committed to defining and developing new initiatives for the growth of the maison already in the short-term," he said.

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